

Amendments to the Claims:

1. (Currently Amended) A fishing lure comprising:
a lure body comprising a ~~hard~~ rigid portion and a ~~soft~~ resilient portion, wherein the ~~soft~~ resilient portion houses the ~~hard~~ rigid portion, and wherein the ~~hard~~ rigid portion comprises at least two separate components ~~joined~~ connected by an elastic component for allowing the lure body to flex, wherein the elastic component is made of a memory alloy configured to maintain a particular shape although flexible enough to bend in various directions.
2. (Original) The fishing lure of Claim 1, further comprising:
a fishing line attachment component attached to one of said at least two separate components for allowing a fishing line to be connected to the lure body.
3. (Original) The fishing lure of Claim 1, further comprising:
a hook attachment component attached to one of said at least two separate components for allowing a hook to be connected to the lure body.
4. (Original) The fishing lure of Claim 1, wherein the lure body is an elongated body with one of each of the at least two separate components positioned at the elongated body's opposite ends.
5. (Original) The fishing lure of Claim 1, wherein the at least two separate components have a composition strength that can withstand forces associated with fishing without breaking.
6. (Original) The fishing lure of Claim 1, wherein the elastic component is a wire having a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.
7. (Original) The fishing lure of Claim 1, wherein the elastic component is a blade-shaped mechanism having a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.
8. (Original) The fishing lure of Claim 1, wherein the elastic component has a biasing property for allowing the lure body to bend approximately 30 degrees.

9. (Original) The fishing lure of Claim 1, wherein the elastic component has a biasing property for allowing the lure body to bend approximately at least 30 degrees.
10. (Currently Amended) The fishing lure of Claim 1, wherein the ~~soft~~ resilient portion is made of plastic.
11. (Currently Amended) A fishing lure comprising:
an elongated lure body comprising:
at least first and second ~~hard~~ rigid components positioned at opposite ends of the elongated lure body; and
a ~~soft~~ resilient cover for housing the at least first and second ~~hard~~ rigid portions,
wherein the at least first and second ~~hard~~ rigid portions ~~joined~~ are connected to one another by an elastic component, such that the lure body can bend around the elastic component, wherein the elastic component is made of a memory alloy configured to maintain a particular shape although flexible enough to bend in various directions.
12. (Currently Amended) The fishing lure of Claim 11, wherein the elastic component has an elastic property for allowing the lure body to bend at least 30 degrees to imitate body positions of a live ~~bate~~ bait when moving.
13. (Currently Amended) The fishing lure of Claim 11, further comprising:
a fishing line attachment component attached to one of said at least first and second ~~hard~~ rigid components for allowing a fishing line to be connected to the lure body.
14. (Currently Amended) The fishing lure of Claim 11, further comprising:
a hook attachment component attached to one of said at least first and second ~~hard~~ rigid components for allowing a hook to be connected to the lure body.
15. (Currently Amended) The fishing lure of Claim 11, wherein the at least first and second ~~hard~~ rigid components and the elastic component have a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.
16. (Canceled)

17. (New): A fishing lure comprising:
a resilient elongated body made of flexible plastic material; and
a first rigid component connected to a second rigid component by an elongated memory alloy component, wherein the first and second rigid components are positioned at lateral ends of the elongated body and wherein the elongated memory alloy component extends through the elongated body configured to maintain a particular shape although flexible enough to bend in various directions.
18. (New): The fishing lure of claim 17, wherein the elongated memory alloy is in shape of a wire.
19. (New): The fishing lure of claim 17, wherein the elongated memory alloy is in shape of a blade.
20. (New): The fishing lure of claim 17, wherein at least one of the first and second rigid components comprise a hook attachment component for allowing connection of a hook to said at least one of the first and second rigid components.